

# Commission's Grant Application Form

Shelby County Board of Commissioners

## ***GRANT APPLICATION***

Legal Name of the Organization:	Gameday Healthy Kids Foundation
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EIN:	26-0285084
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Street Address of Organization	7800 Fischer Steel Road
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Office Phone:	901-531-7410
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E-mail	<a href="mailto:akilgore@gamedaybaseball.com">akilgore@gamedaybaseball.com</a>
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### EXECUTIVE DIRECTOR

First Name	Andy
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Last Name	Stark
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### GENERAL CONTACT FOR THIS REQUEST(if other than Executive Director)

First Name	Anna
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Last Name	Kilgore
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Title:	Director of Sales & Marketing
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### DESCRIPTION OF GRANT REQUEST

Program/Project Area:	Capital Improvements
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Amount Requested	\$20,000
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Total Organizational budget (for current year):	\$1,800,000
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Total Project/Program Budget:	\$1,000,000
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Dates covered by this budget:	12/2015 - 6/2016
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Project/Program Name:	Gameday Healthy Kids Foundation Capital Improvement Project
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## INTRODUCTION AND BACKGROUND OF ORGANIZATION

Please summarize in a short paragraph the purpose of your agency. Briefly explain why your agency is requesting this grant, what outcomes you hope to achieve, and how you will spend the funds if a grant is made.

The purpose of Gameday Healthy Kids Foundation is to operate a quality sports complex and offer programs for youth and their families to inspire health and wellness within our community. Having just celebrated our 10th year anniversary, the park is starting to show its age. Gameday is requesting this grant to make the necessary improvements and repairs to our 10-field complex. We strive to stay competitive with new baseball facilities being built every year, and give teams a reason to keep returning to Memphis, TN to play baseball. We will spend the funds by: -repair/replace fence that borders the new addition to The Green Line -repave parking lot -replace backstop netting on all 10 fields -replace windscreen on all 10 fields

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### Narrative - Organization

Current programs and accomplishments. Please emphasize the achievements of the recent past.

We currently have Spring, Summer, and Fall Baseball seasons consisting of approx 25 events, with a financial impact of \$12.9 million into our local economy. Gameday has brought in 54,000 visitors to the facility. The out of town participants booked approximately 12,000 room nights at our local hotels. \*Awarded the United States Sports Specialty Association National Championship (USSSA) for the past 6 consecutive years. \*Awarded the National Complex of the Year by USSSA. \*Events broadcast nationally by CBSSports and MLB Network.

Numbers of paid full-time staff:	3
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Number of paid part-time staff:	150
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Number of volunteers: 5

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### **Narrative - Funding Request**

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Please describe the program/project for which you seek funding and include how it will benefit the general welfare of residents in Shelby County, TN.

Gameday is requesting assistance for necessary repairs and updates needed at the park for the 2016 season. The wear and tear from the past 10 years can no longer be repaired or patched. The staff at Gameday has done an excellent job using our resources to maintain and repair things along the way. The time has now come to invest significant dollars into the park to ensure the safety of our visitors and bring it back to its impeccable state. Gameday does not receive municipality funding and therefore relies on sponsorship, grants, and donations. The improvements and repairs will benefit the general welfare of the residents in Shelby County, TN, by: - Providing a positive and beautiful sports facility for the youth - Generating business throughout the city of Memphis with the out-of-town teams that visit annually - Remaining competitive in the youth sports market - Beautifying the boarder between Gameday's facility and the new Green Line addition, by replacing the worn-out perimeter fence.

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### **General Operating Suport**

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If applying for general operating support, briefly describe how this grant will be used.

n/a

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### **Project Support**

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Please explain the specific project including a statement of its primary purpose and the need or problem that you are seeking to address.

This park was built in 2005 with the aspirations of giving the baseball youth a special place to play and offering their families and friends a wonderful fan experience. We are proud that teams from Alabama, Georgia, Kentucky, Missouri, Ohio, etc..., come here expecting to play at a high-level quality complex and brag about our facilities when they return to their hometowns. Gameday is requesting this grant to make necessary improvements and repairs to the park and complex. The primary purpose of this project is for the safety of our visitors and to attract teams to our facility. Gameday is seeking to address the problems of normal wear and tear that happens after 10 years in existence.

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How does the project contribute to your organization's overall mission?

Gameday's overall mission is to operate a quality sports facility and offer programs for youth and their families to inspire health and wellness within our community. This capital improvement campaign will contribute by enabling Gameday to continue striving and providing a quality facility in this competitive market.

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### **Narrative - Evaluation**

Please explain how you will measure the effectiveness of your activities. Describe your criteria for a successful program and the results you expect to have achieved by the end of the funding period.

We will measure effectiveness by: - Providing a survey to our visitors on social sites as well as onsite, asking for feedback of our facilities - Comparing the number of teams registered with past data - Comparing the annual visitors to our park with past data Criteria for a successful program are: 1) Repairs must be sound and restored to original or better state. 2) A reasonable attempt to perform proper repair must be have been made before replacing. 3) Common sense approach to classify acceptable/unacceptable repair is a must. 4) Repair must not compromise the safety or functionality of the equipment. We expect to achieve a higher-functioning, lower maintenance, and aesthetically appealing park. Resulting in local and traveling teams desiring to play baseball at our facility and visiting Memphis, TN.

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Attachments:

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If your request is under \$25,000 please attach the following:

1. Copy of the entity's 501 (c) 3 certificate for charitable organizations or 501 (c) 4 certificate for civic organizations
2. Most recent IRS Form 990 or Financial Statements (balance sheet and income statement) as of the most recent fiscal year end certified by Chief Financial Officer/Treasurer of the entity.
3. Complete Budget for grant request

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If your request is \$25,000 or more please attach the following:

1. Copy of the entity's 501 (c) 3 certificate for charitable organizations or 501 (c) 4 certificate for civic organizations
  2. Copy of an annual audit as of a date within 18 months of the start of the current fiscal year.
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3. Complete Budget for grant request

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File 1	<a href="#">501c3.pdf</a>
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File 2	<a href="#">2014 Foundation Tax Return.pdf</a>
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File 3	<a href="#">Captital Improvement Budget.xlsx</a>
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ACKNOWLEDGEMENT:

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Read, and if you agree to the provisions, sign the following:

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The information provided has been submitted in good faith and as completely as our records and recollections permit.

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I understand that the information provided in this application shall be open to inspection upon filing with the office of the Shelby County Board of Commissioners.

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Signature:	Anna Kilgore
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Printed Name:	Anna Kilgore
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Date	12/18/2015
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